

## **DETAILED ACTION**

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Permission was granted for this amendment by telephone conversation with Applicant on August 4, 2011 (see Interview Summary – attached).

**2. "Please replace claims 1 - 87 with the following":**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-73. (Cancelled)

74. (Currently Amended) A cellularly communicative electronic device,  
comprising:

electronic circuitry that allows the cellularly communicative electronic device to  
operate over a cellular network;

a display;

a keypad, including a plurality of alpha or numeric keys and a dynamically  
assignable function key, wherein the dynamically assignable function key is not one of  
the alpha or numeric keys of the keypad; and

a processor and an interface manager executing in the system processor which configure the cellularly communicative electronic device to implement:

(1) a first process thread, involving displaying a first screen on the display, the first screen concurrently comprising:

(a) a first level menu providing a plurality of functional groupings for user selection, on a first area of the displayed first screen, wherein: each of the functional groupings represents a different group of cellular device functions offered by the cellularly communicative electronic device, and the cellular device functional groupings displayed in the first level menu include call messaging, contacts list, obtaining device services, recent calls, and settings and tools; and

(b) on a second area of the displayed first screen, a second level menu of choices for user selection from within a selected one of the functional groupings of the first level menu;

(2) a second process thread, responsive to a cursor control input from a user, involving moving a cursor on the display across at least the second level menu to indicate a selection of one of the choices on the displayed second level menu; and

(3) a third process thread, responsive to a user acceptance of the selected one of the choices, involving displaying a second screen on the display, the second screen concurrently comprising:

(a) an area containing information relating to the selected choice; and

(b) a key assignment area displaying a function of the cellularly communicative device associated with the selected choice, dynamically assigned to the function key of the cellularly communicative device, wherein;

the processor is programmed to cause the cellularly communicative device to perform the dynamically assigned function associated with the selected choice, upon user activation of the function key during the display of the second screen;

the displayed second level menu presents choices arranged in a prescribed order;  
and

the prescribed order is a function of frequency of previous user selections of one or more of the choices.

75. (Previously presented) The device of claim 74, wherein:

the processor and interface manager further configure the device to implement a fourth process thread, the fourth thread involving presenting to the user on the display a system background display screen, and

the background display screen is selectable by the user.

76. (Cancelled)

77. (Previously Presented) The device of claim 74, wherein the first level menu includes icons visually evocative of the respective functional groupings.

78-80. (Cancelled)

81. (Previously Presented) The device of claim 74, wherein:

when the call messaging functional grouping is the one of the functional groupings selected from the first level menu, the second level menu includes choices selected from the group consisting of: creating a message, voicemail, inbox, outbox, draft messages, e-mail messages and instant messages.

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82. (Previously Presented) The device of claim 74, wherein:

when the device services functional grouping is the one of the functional groupings selected from the first level menu, the second level menu includes a for-pay service choice.

83. (Previously Presented) The device of claim 74, wherein:

when the device services functional grouping is the one of the functional groupings selected from the first level menu, the second level menu includes choices selected from the group consisting of: receiving music, receiving games, receiving pictures, receiving movies, receiving news, and receiving information.

84. (Previously Presented) The device of claim 74, wherein:

when the contacts functional grouping is the one of the functional groupings selected from the first level menu, the second level menu includes choices selected from the group consisting of: new contacts, contacts list, groups, and speed dial.

85. (Previously Presented) The device of claim 74, wherein:

when the recent calls functional grouping is the one of the functional groupings selected from the first level menu, the second level menu includes choices selected from the group consisting of: all calls, missed calls, received calls, and numbers called.

86. (Previously Presented) The device of claim 74, wherein:

when the settings and tools functional grouping is the one of the functional groupings selected from the first level menu, the second level menu includes choices

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selected from the group consisting of: device tools, device modes, device settings, call settings, system settings, accessories, time settings and date settings.

87. (Previously presented) The device of claim 74, wherein the key assignment area displays a plurality of functions dynamically assigned to a plurality of the keys of the keypad.

### ***Inquiry***

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MESEKER TAKELE whose telephone number is (571)270-1653. The examiner can normally be reached on Monday - Friday 7:30AM-5:00PM est.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, William Bashore can be reached on (571) 272-4088. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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